

## Attachment H

## COVER SHEET (PAGE 1 of 2)

## May 1998 CALFED ECOSYSTEM RESTORATION PROPOSAL SOLICITATION

Proposal Title: Bay-Delta Environmental Restoration Education Program  
 Applicant Name: Water Education Foundation  
 Mailing Address: 717 K Street, Suite 517, Sacramento, CA 95814  
 Telephone: (916) 444-6240  
 Fax: (916) 448-7699

Amount of funding requested: \$ 102,900 for 3 years

Indicate the Topic for which you are applying (check only one box). Note that this is an important decision: see page \_\_ of the Proposal Solicitation Package for more information.

- |   |   |
|---|---|
| <input type="checkbox"/> Fish Passage Assessment  | <input type="checkbox"/> Fish Passage Improvements    |
| <input type="checkbox"/> Floodplain and Habitat Restoration                               | <input type="checkbox"/> Gravel Restoration           |
| <input type="checkbox"/> Fish Harvest   | <input type="checkbox"/> Species Life History Studies |
| <input type="checkbox"/> Watershed Planning/Implementation                                | <input checked="" type="checkbox"/> Education         |
| <input type="checkbox"/> Fish Screen Evaluations - Alternatives and Biological Priorities |   |

Indicate the geographic area of your proposal (check only one box):

- |  |   |
|--|---|
| <input type="checkbox"/> Sacramento River Mainstem                         | <input type="checkbox"/> Sacramento Tributary: _____      |
| <input type="checkbox"/> Delta   | <input type="checkbox"/> East Side Delta Tributary: _____ |
| <input type="checkbox"/> Suisun Marsh and Bay                              | <input type="checkbox"/> San Joaquin Tributary: _____     |
| <input type="checkbox"/> San Joaquin River Mainstem                        | <input type="checkbox"/> Other: _____                     |
| <input checked="" type="checkbox"/> Landscape (entire Bay-Delta watershed) | <input type="checkbox"/> North Bay: _____                 |

Indicate the primary species which the proposal addresses (check no more than two boxes):

- |  |   |
|--|---|
| <input type="checkbox"/> San Joaquin and East-side Delta tributaries fall-run chinook salmon | <input checked="" type="checkbox"/> Spring-run chinook salmon |
| <input checked="" type="checkbox"/> Winter-run chinook salmon                                | <input type="checkbox"/> Fall-run chinook salmon              |
| <input type="checkbox"/> Late-fall run chinook salmon  | <input type="checkbox"/> Longfin smelt                        |
| <input type="checkbox"/> Delta smelt   | <input type="checkbox"/> Steelhead trout                      |
| <input type="checkbox"/> Splittail   | <input type="checkbox"/> Striped bass                         |
| <input type="checkbox"/> Green sturgeon  |   |
| <input type="checkbox"/> Migratory birds   |   |

## May 1998 CALFED ECOSYSTEM RESTORATION PROPOSAL SOLICITATION

☐ State agency                      ☐ Federal agency

☐ Public/Non-profit joint venture    ☒ Non-profit

☐ Local government/district         ☐ Private party

☐ University                          ☐ Other: \_\_\_\_\_

<input type="checkbox"/> Planning	<input type="checkbox"/> Implementation
<input type="checkbox"/> Monitoring	<input checked="" type="checkbox"/> Education
<input type="checkbox"/> Research	

- (1) the truthfulness of all representations in their proposal;
- (2) the individual signing the form is entitled to submit the application on behalf of the applicant (if applicant is an entity or organization); and
- (3) the person submitting the application has read and understood the conflict of interest and confidentiality discussion in the PSP (Section II.K) and waives any and all rights to privacy and confidentiality of the proposal on behalf of the applicant, to the extent as provided in the Section.

Rita Schmitt Sudman  
(Signature of Applicant)

## 1998 CALFED Proposal

**II. EXECUTIVE SUMMARY**

**a. Project Title:** "Bay-Delta Environmental Restoration Education Program"

**Applicant:** Water Education Foundation

**b. Project Description and Primary Ecological Objectives:**

This project will include a broadbased education outreach to citizens, journalists, decision makers, students and teachers designed to increase understanding of the ecology of the watersheds of the Bay-Delta region and relate to longterm CALFED programs. The focus of this coordinated program of balanced information will be to encourage communities in the Sacramento and San Joaquin river watersheds, the Bay-Delta and the tributary watersheds to become knowledgeable and involved in the environmental restoration process.

**c. Tasks and Schedule:**

1. Produce and distribute 20 page booklet for decision makers: the "Layperson's Guide to Environmental Restoration" - Sept. 1998 to Sept. 1999
2. Produce and distribute simplified, summary document for the public: "Basics of Environmental Restoration - a workbook for communities" - Sept. to Sept. 1999
3. Produce and distribute two attractive and engaging information slide cards for the public on endangered and introduced species, "The Salmon Story" and "Unwelcome Visitor Species" - Sept. 1998. to June 1999
4. Issues tour of the Delta and Bay region for journalists - May - July 1999
5. Teacher workshops for K-14 educators on wetlands, watershed education and resource management problem solving - April 1999 to Dec. 2000
6. Update of public television documentary, "Setting the Course," to include new CALFED information and distribution to local cable channels; revise and reprint Viewers' Guide - Sept. 1998 to June 1999

**d. Justification for Project and Funding by CALFED:**

In order for the CALFED program to be successfully implemented, the general public will need to understand the basic tenets of Bay-Delta ecosystems and how they are impacted by the various CALFED projects. The proposed program contains elements which reach various segments of the population including decision makers, journalists, the general public and school educators. This program will provide a series of broadbased information tools (booklets, slide cards, videos, teacher workshops) containing balanced information about stakeholder concerns that will enable communities to act on their own local environmental restoration projects that will support the goals of CALFED. By exposing journalists firsthand to the issues and principle stakeholders, the Water

Education Foundation will enable the media to inform the public of the progress of CALFED.

**e. Budget Costs and Third Party Impacts:**

The budget proposed for the Water Education Foundation's proposal can be broken into segments for each subtask:

Layperson's Guide to Environmental Restoration	\$26,160
Basics of Environmental Restoration booklet	\$ 8,880
Slide cards - Endangered Species - Salmon and Introduced Species	\$14,160
Issues forum and tour for journalists	\$ 6,564
Wetland and Watershed workshops for teachers	\$25,656
Updating of documentary video - distribution to cable channels	\$21,480
<b>Total =</b>	<b>\$102,900</b>

There are no identified third-party economic impacts.

**f. Applicant Qualifications:**

The Water Education Foundation is a nonprofit organization whose mission is to develop and implement education programs leading to a broader understanding of water issues and to resolution of water problems. The Foundation has a 20-year track record of providing high quality information that expresses a balance of views of responsible stakeholders. The Foundation has an excellent reputation for providing exciting and innovative education programs, as well as for forming successful partnerships with many diverse groups.

**g. Monitoring and Data Evaluation:**

The Water Education Foundation will monitor the distribution number of booklets and other printed material produced under this grant. In addition, contacts with journalists will be tracked and a collection of articles from journalists participating in the Bay-Delta issues tour will be assembled. The number of cable channels showing the documentary will be reported. Teachers participating in workshops will complete evaluations and report on local projects of students. A list of visitor centers and exhibits that order and distribute the slide cards will be maintained.

**h. Local Coordination with other Programs/ Compatibility with CALFED objectives:**

Two main objectives for CALFED are to provide good quality water for all beneficial uses and improve the ecological functions of Bay-Delta habitats. Without public education and buy-in to the process, these objectives will be unattainable. Only through public understanding and support will water quality, water supply and habitats be valued and protected. This project will provide a coordinated education effort that will reach a large segment of the Bay-Delta watershed population by working with parks, schools, libraries, local television stations, citizen groups, exhibits, visitor centers and water districts.

**III. Title Page:**

**a. Title of Project:** "Bay-Delta Environmental Restoration Education Program"

**b. Name of Applicant:**

Water Education Foundation  
717 K Street, Suite 517  
Sacramento, CA 95814  
Phone: 916-444-6240  
Fax: 916-448-7699  
Website: [www.water-ed.org](http://www.water-ed.org)  
Email: [rsudman@water-ed.org](mailto:rsudman@water-ed.org)  
A private nonprofit education organization

**c. Type of Organization and Tax Status:**

A private nonprofit education organization  
Tax exempt status - 501(c)(3)

**d. Tax Identification Number:**

94-2419885

**e. Participants/Collaborators in Implementation:**

Water Education Foundation staff:  
Rita Schmidt Sudman, Executive Director  
Sue McClurg, Chief Writer  
Judy Wheatley, Education Coordinator  
Christine Schmidt, Development Director  
San Francisco Bay Model and other water-based exhibits  
American River Visitor Center and other river visitor centers  
County Offices of Education  
Society of Environmental Journalists  
Nature Conservancy  
Cable TV Association  
State Parks

#### **IV. Project Description:**

##### **a. Project Description and Approach:**

This project will include a broadbased education outreach to citizens, journalists, decision makers, students and teachers designed to increase understanding of the ecology of the watersheds of the Bay-Delta region and the work of CALFED and related programs. The focus of this coordinated program of balanced information will be to encourage communities in the target area from Redding to Bakersfield and the Sierras to the Bay area to become actively involved in the environmental restoration process.

A twenty year history of providing high quality, unbiased information uniquely qualifies the Water Education Foundation to educate the public about water issues so that the **CALFED objectives** may be met:

1. "Provide good water quality for all beneficial uses." - Citizens must understand how to prevent nonpoint source pollution and the need for good quality water as a part of ecosystem restoration plans. The **"Layperson's Guide to Environmental Restoration"** will aid decision makers in water and irrigation districts, cities, counties and local entities in supporting projects that will help meet this goal. This guide book will also give examples of successful programs. The **"Basics of Environmental Restoration,"** an abbreviated version of the LPG will explain the necessity of restoration and give citizens a template they can follow in their own communities.

**Workshops for teachers of secondary students** on water quality testing and macroinvertebrate identification as a means of judging environmental health of aquatic environments will involve high school students in watershed protection activities like those developed by the CALFED program. These workshops were designed in 1998 with a grant from the State Water Resources Control Board and were well received by teachers. Identifying what their local watershed is and assessing its health increases a sense of stewardship for the water resource and fosters a commitment to good water quality for human communities as well as ecosystems.

2. "Improve and increase aquatic and terrestrial habitats..." - **Workshops for teachers of elementary students** on the importance of wetlands will increase understanding of Bay-Delta ecology. Elementary school students share information from exciting learning programs with their parents, so the program will encourage families to take an interest in supporting local environmental restoration projects like those proposed under the long-term goals of CALFED. Communities understanding the importance of healthy habitat needs are more likely to develop a sense of stewardship and work to improve local creeks and wetlands. The teaching materials have been specially designed to promote critical thinking skills.

The **information slide card, "The Salmon Story,"** will explain in a simple format the life cycle of chinook salmon, the differences between the four "runs", what an endangered species is and their importance in the ecological web and economic structure of the Bay-Delta and the state. The slide card, **"Unwelcome Visitor Species,"** will identify and explain the impact of competing species in Bay-Delta ecology. Slide cards are currently produced by WEF and are a popular and effective means of distributing information because of their interactive manipulative design which engages the reader in answering questions designed to explain the larger issues.

Understanding these species is an important part in creating an environmental restoration plan.

3. "Reduce the mismatch between Bay-Delta water supplies and current and projected beneficial uses..." - In order to understand the commitment of economic and environmental resources to meet CALFED proposed activities, the general public must understand the "big picture" of competing water needs in the Bay-Delta region. The documentary format, shown on public and cable TV networks, is an effective means of reaching millions of people. It is equally imperative that the information be balanced and unbiased. The Water Education Foundation documentaries have a reputation for excellent coverage of issues presented in an impartial way. **The Bay-Delta documentary, "Setting the Course,"** narrated by actor Timothy Busfield, has been highlighted by public television as an outstanding documentary. WEF will update this documentary to reflect current issues and re-release it to public and cable TV stations in 1999. A free viewer's guide will encourage further discussion of Bay-Delta topics.

**Workshops for community college educators** using the WEF "California Water Problems" packet will also be an effective means of increasing understanding in young people of the complex nature of the Bay-Delta and its competing water needs. This program contains role-playing scenarios based on real-life water problems, including "The Delta Dilemma" where students research the debates between agency decision makers struggling with reaching consensus on water resource management in the Bay-Delta. Community colleges are one of the main training forums for our young citizens who will be needed to support the CALFED process.

4. "Reduce the risk to land use..., water supply..., and the ecosystem from catastrophic failure of Delta levees." The media is the main form of communication to the community at large for understanding any major issue. If reporters are to understand the importance of maintenance of the Delta's levee system in protecting the state's water supply and communicate this to the public, they must have some first-hand exposure to this region. The Foundation's **Bay-Delta Tour for Journalists** will connect visual and print media personnel with contacts knowledgeable about levee structure, sea level variations, flow considerations, water quality issues and biological concerns. Journalists will see examples of problem areas and potential work projects. The Water Education Foundation will supply participating journalists with background information and contact lists for pictures, interviews and quotes. WEF has worked with the Society of Environmental Journalists on similar tours and established a good reputation with their members.

Journalists who have been exposed to Bay-Delta issues will be natural choices for editors to assign to covering stories about the on-going CALFED programs, providing the general public with more accurate and complete information. An informed community is more likely to become actively engaged in protecting water resources, supporting environmental restoration projects and directing public officials to work toward solutions.

Component descriptions:

The **Layperson's Guide to Environmental Restoration** will give a background of environmental water issues, detail the CALFED focus on restoration, describe restoration goals, discuss wetlands, streamflows, watershed management and describe

the step by step process of designing a restoration program. Specific case studies will be included. (See outline in appendix.)

The **"Basics of Environmental Restoration"** booklet will focus on general information about the importance of environmental enhancement, describe successful programs and summarize the step by step process of community involvement in local environmental restoration programs. This will be a helpful tool to encourage citizens to become active in their own communities.

The **slide card, "The Salmon Story,"** will explain the life cycle of chinook salmon, the differences between the four runs, possible problems encountered in the Sacramento - San Joaquin Delta and river system, and ecosystems requirements for successful completion of fish life cycles. The second slide card, **"Unwelcome Visitor Species,"** will list introduced species in to the San Francisco Bay-Delta region, indicate their place in the food web, indicate native species affected and suggest methods for avoiding introduction of more unwanted species.

The **Issues Tour for Journalists** will take participants on a one-day trip around the Delta and include visits to Delta island farms, restoration districts, environmental restoration sites, levees, pumping facilities, riparian habitats and salt marshes. Speakers from environmental, urban and agricultural organizations will explain their views on Delta issues. The Water Education Foundation will partner with state, federal and local agencies in the presentations, as it has on all its tours, in addition to professional journalist societies.

The **teacher workshops** will be divided into three grade level categories. All materials used are the products of many diverse Foundation partnerships. The workshop for elementary school teachers will focus on Delta wetlands, and will feature the program "Wonders of Wetlands." This program is produced through a partnership with the Montana Watercourse, Montana State University (MSU) and Environmental Concern. WEF has worked with MSU in conjunction with Project WET (Water Education for Teachers); WEF is the California agent and coordinator for Project WET. The secondary school workshops, "Introduction to Watershed Ed.," were originally designed with a grant from the State Water Resources Control Board (SWRCB) to teach watershed stewardship, stream monitoring, and water quality testing. These workshops will build on the past successful program and may be coordinated with the Dept. of Fish and Game Salmonid education program. The community college workshops will use "California Water Problems" which contains a role playing scenario on Delta water management issues, paralleling the CALFED process discussions. This program was originally funded by the California State Dept. of Education and updated for nonpoint source pollution prevention with a grant from SWRCB.

The **documentary "Setting a Course - The California Bay-Delta"** was produced in 1998 with the following partners: KVIE public television, CALFED, California Urban Water Agencies, Central Valley Agriculture (an agricultural coalition group), the Hans & Margaret Doe Charitable Trust, The William & Flora Hewlett Foundation, Lehman Brothers, The Nature Conservancy and State Water Contractors. The documentary update will include information on preferred alternative(s) for addressing the Delta issues of declining habitat, impaired water quality, water supply reliability and levee structure.



Distribution:

The separate components in this project will be coordinated by the Water Education Foundation into a multifaceted information program to inform citizens about the ecology of the watersheds in their regions. The booklets, documentary videos, workshops and the tour will be advertised in *Western Water* magazine, in press releases to WEF's mailing list of over 5,000 and on the Foundation's web site. Certain amounts of each product will be distributed free. Implementation of each segment will include many partners (see section g.)

**b. Proposed Scope of Work**

- Task 1. Research, write, design, print and distribute booklet for decision makers: the **"Layperson's Guide to Environmental Restoration"**  
Schedule: Sept. 1998 to Sept. 1999  
Budget: \$26,160  
Deliverable: 5,000 copies 20-page booklet "LPG to Environmental Restoration"
- Task 2. Produce and distribute simplified, summary document for the public: **"Basics of Environmental Restoration - a workbook for communities"**  
Schedule: Sept. 1998 to Sept. 1999  
Budget: \$8,880  
Deliverable: 25,000 copies 12-page booklet, "Basics of ER"
- Task 3. Produce and distribute two information slide cards for the public on endangered and introduced species, **"The Salmon Story"** and **"Unwelcome Visitor Species"**  
Schedule: Sept. 1998 to June 1999  
Budget: \$14,160  
Deliverable: 5,000 copies each 2-piece slide cards of two topics: "The Salmon Story" and "Unwelcome Visitor Species"
- Task 4. **Issues tour of the Delta and Bay region for journalists**  
Schedule: May - July 1999  
Budget: \$6,564  
Deliverable: 30-40 journalists trained in Bay-Delta issues
- Task 5. **Teacher workshops for K-14 educators** on wetlands, watershed education and resource management problem solving  
Schedule: April 1999 to Dec. 2000  
Budget: \$25,656  
Deliverable: 10 teacher workshops (4 elementary, 4 secondary, 2 community college) training approximately 200 educators
- Task 6. Update of public television documentary, **"Setting the Course,"** to include new CALFED information on the Bay-Delta and distribution to local cable channels; revise and reprint Viewer's Guide  
Schedule: Sept. 1998 to June 1999  
Budget: \$21,480  
Deliverable: 200 copies of updated 60-minute documentary video "Setting the Course" plus distribution to the Discovery Channel and cable TV stations. Viewer's Guide revised and 2,000 copies printed

**c. Location and/or Geographic Boundaries of the Project:**

The project will include all areas of the CALFED programs and projects. See attached map (Appendix).

**d. Expected Benefits:**

The materials developed under this grant will be available at a low cost and have the potential to reach all citizens in the CALFED project area. In addition, copies of materials will be distributed free of cost: 1,000 Layperson's Guides to libraries, water managers, and journalists; 10,000 Basics of Environmental Restoration booklets to students and community environmental restoration groups; 1,000 of each slide card at marinas, fish hatcheries, state parks, fairs and exhibits.

It is anticipated that at least one million people will view the Bay-Delta documentary on public TV, and thousands more will view it on 200 cable TV stations. The Discovery Channel, whose viewership is about 1/3 of PBS stations, has also expressed an interest.

If 20 educators attend each of the 10 teacher workshops, and each educator works with 30-150 students per year, up to 30,000 students and their families will have an additional opportunity to learn about wetlands, water quality, the Bay-Delta issues and the CALFED program.

Secondary benefits from this kind of education program include citizens being willing to serve on local environmental restoration committees, support for funding of CALFED projects (i.e. informed votes on bond issues), and availability of high quality education materials on the Bay-Delta for other agencies to use (e.g. Bay Model, parks, river visitor centers, etc.).

The inevitable result of these accumulated activities will be an improvement in the ecosystems surrounding the Bay-Delta region and a coordinated beneficial use plan for California water resources.

Because of the wide nature of this education program, many of the habitats listed in the Implementation Strategy Excerpts will be covered in the Layperson's Guide, the documentary and the journalists' tour. The teacher workshops will focus on seasonal wetlands and instream aquatic habitats.

While the slide cards will address primarily chinook salmon issues, the documentary and Layperson's Guide will deal with most of the species in the primary risk list.

The following stressors affecting priority species and habitats will be discussed in the Layperson's Guide, the journalists' tour and the documentary: alteration of flows and other effects of water management, floodplain and marshplain changes, channel form changes, water quality, undesirable species interactions (major focus of introduced species slide card), artificial propagation of fish and human disturbance.

**e. Background and Ecological/Biological/Technical Justification:**

While many of the projects addressed by the CALFED grant proposals educate the public about a certain aspect of environmental restoration, the Water Education Foundation proposes an over-arching coordinated series of education activities. This group of products and services is designed to educate Californians about the environmental restoration and water resource management concepts of the CALFED

program and provide high quality, balanced materials to other agencies to use in their educational efforts.

The Foundation has always relied on partnerships to produce and distribute its materials, including the Dept. of Water Resources, Dept. of Fish & Game, Bureau of Reclamation, State Water Resources Control Board, Association of California Water Agencies, State Parks, environmental groups, County Offices of Education, Project WET, Public Television, professional scientist, teacher and journalist societies.

The components of this proposal will educate the public about the nature and inhabitants of several Bay-Delta habitats and explain the environmental restoration process. Although the materials will educate about many CALFED objectives, the following are samples of topics covered which relate to the objectives of the ERPP:

WEF activity	ERPP Vol 1, Section	Objective	Pages
LPG & Env. Restoration Basics	Cent. Valley stream flows Visions for reducing stressors	Restore cond. for habitat health Maintain hydrologic connectivity with natural floodplain	p. 27 p. 284
Slide Cards	Species Grp. - Salmon Reducing stressors	Ensure recovery of winter run salmon. Reduce intro. of non-native species	p. 153 p. 303
Delta Tour for Journalists	B-D Aquatic Foodweb Delta Sloughs	Nutrients for foodweb productivity Improve tidal slough habitat	p. 63 p. 88
Teacher Workshops	Saline Emergent Wetlands Seasonal Wetlands Riparian & River Aquat. Habitats	Increase wetland areas Restore wetland ecological health Restore riparian habitats	p. 97 p. 104 p. 110
Delta Documentary	Bay Delta Hydraulics Contaminants	Facilitate species distribution & transport. Reduce contam. in aquatic environs.	p. 56 p. 330

Because Volume 2 is organized by specific ecological zones, and numerous objectives are listed for each topic (e.g. stream flows, floodplains, stream temps., hydraulics, food webs, etc.) it is too extensive to list specific objectives for each WEF component in light of page constraints. All parts of the program will focus on the following ecological zones listed: Sacramento-San Joaquin Delta, Suisun Marsh, Sacramento River, San Joaquin River, and Yolo Basin.

**f. Monitoring and Data Evaluation:**

While it is difficult to accurately monitor the results of an education effort, segments of the program can be evaluated. The Foundation will monitor the distribution number of booklets and other printed material produced under this grant. In addition, contacts with journalists will be tracked and a collection of articles from journalists participating in the Bay-Delta issues tour will be assembled. The number of cable channels showing the documentary will be reported. Teachers participating in workshops will complete evaluations and report on local projects of students. A list of visitor centers and exhibits that order and distribute the slide cards will be maintained.

**g. Implementability:**

The materials developed with funds from this grant proposal will continue to educate Californians about Bay-Delta issues for many years. WEF pledges to continue to update and reprint these materials so they will be available for the public. The partnerships (e.g. Bay Model, visitor centers, parks, marinas, etc.) established for the distribution of these materials will also continue to offer them to their clientele.

**V. Costs and Schedule to Implement Proposed Project**

**a. Budget Costs (See table at end of section):**

The costs for the six components of the Water Education Foundation proposal are listed in the table below. The following comments pertain to specific components. Listed are vendors and consultants used by the Foundation (may change). Hourly rate is calculated at an average of \$50 for Foundation staff. Indirect overhead and administrative fees are calculated at 20%.

**Task 1: Layperson's Guide to Environmental Restoration:**

Hours include research, writing, review process and editing. Layout and design will be by Graphic Communications. Review process will include in-kind time and labor costs contribution from multiple agencies including: DWR, Bureau of Reclamation, DFG, USFWS, private environmental engineering firms and environmental groups. Printing will be by Paul Baker Printing.

**Task 2: Basics of Environmental Restoration Booklet:**

Hours include writing, editing and formatting. Estimates are based on previous completion of "LPG to Environmental Restoration." Original art, layout and design will be by Graphic Communications. Review process will include in-kind time and labor costs contribution from multiple agencies including: DWR, Bureau of Reclamation, DFG, USFWS, private environmental engineering firms and environmental groups. Printing will be by Paul Baker Printing.

**Task 3: Slide Cards - "The Salmon Story" and "Unwelcome Visitor Species"**

Hours include research, writing, review process and editing. Layout and design will be by Graphic Communications. Review process will include in-kind time and labor costs contribution from multiple agencies including: DWR, Bureau of Reclamation, DFG, USFWS, private environmental engineering firms and environmental groups. Printing will be by Paul Baker Printing.

**Task 4: Delta Tour for Journalists:**

Hours include planning, contacting speakers and locations, timing route, working with partnership associations (Society for Environmental Journalists, Newspaper Association etc.) to attract participants, communications with participants, time for tour, thank yous, follow up, evaluations, tracking and compiling articles written by participants. Advertising printed by Sutter Printing. Service contracts include boat and bus rentals. (Helen & Herman's, Storer Bus) Materials given to 30 participants include:

California Water Map, Delta Map - \$7.50 each

"Layperson's Guides to: California Water, the Delta, and San Francisco Bay." in addition to the "Layperson's Guide to Environmental Restoration." - \$5.00 each  
DWR will contribute copies of the Delta Atlas.

**Task 5: Teacher workshops for K-14 educators:**

The teacher workshops will be divided into three grade level categories. There will be a total of 10 workshops. All materials used are the products of many diverse Foundation partnerships. All workshops will be 3-4 hours in length. The Foundation anticipates 20 educators will attend each workshop. Hours include time for planning, contacts, workshop presentations, travel, evaluation compilation and report writing. Miscellaneous costs include an average of \$150 travel costs per workshop for airfare or mileage, hotel expense, meals and snacks and materials for participants

**The 4 workshops for elementary school teachers** will focus on Delta wetlands, and will feature the program "Wonders of Wetlands." (\$16) This book, a companion piece to the Project WET curriculum, will be purchased from the Montana Watercourse, Montana State University. Teachers will also receive:

the California Water Map - \$7.50

the "Layperson's Guide to California Water" - \$5.00

the "Basics of Environmental Restoration." - no charge

**The 4 secondary school workshops**, "Introduction to Watershed Ed.," were originally designed with a grant from the State Water Resources Control Board (SWRCB) to teach watershed stewardship, stream monitoring, and water quality testing. Cost of supplies listed under Materials Purchased includes:

2 GREEN Low Cost Monitoring Kits per workshop - \$25 each

"Project Water Science" - \$20 each

"The No-Know Nonpoint Source Pollution Board Game" - \$10 each

*Water Quality Testing for Secondary Students* by Stapp & Mitchell - \$30 each

"Aquatic Plants and Animals of the Sacramento Valley" from the Urban Creeks Council - \$5 each

**The 2 community college workshops'** participants will focus on the role playing scenario titled "Delta Dilemma." Participants will receive:

"California Water Problems" - \$20 each

The California Water Map & The Delta Map - \$7.50 each

The "Layperson's Guide to Environmental Restoration" - no cost

"The Basics of Environmental Restoration" - no cost

the video "Setting the Course" - \$25 each

**Task 6: Update the Bay-Delta documentary "Setting the Course":**

Hours include research, writing, interviews, filming, voice-overs, and editing.

Producer will be Sue Pearson Atkinson. Videographer will be John Davis. Studio and duplication by ATV. Staff will revise Viewer's Guide; printed by Print Media.

**b. Schedule Milestones**

1. Produce and distribute 20 page booklet for decision makers: the "Layperson's Guide to Environmental Restoration" - Sept. 1998 to Sept. 1999
2. Produce and distribute simplified, summary document for the public: "Basics of Environmental Restoration - a workbook for communities" - Sept. to Sept. 1999
3. Produce and distribute two attractive and engaging information slide cards for the public on endangered and introduced species, "The Salmon Story" and "Unwelcome Visitor Species" - Sept. 1998 to June 1999
4. Issues tour of the Delta and Bay region for journalists - May - July 1999
5. Teacher workshops for K-14 educators on wetlands, watershed education and resource management problem solving - April 1999 to Dec. 2000
6. Update of public television documentary, "Setting the Course," to include new CALFED information and distribution to local cable channels; revise and print Viewer's Guide - Sept. 1998 to June 1999

**c. Third Party Impacts**

No third party impacts are anticipated.

Task	# WEF staff hours	Salary & Benefits (at \$50/hr)	Service Contracts	Material Purchases	Misc. Costs	General admin. (20% of Subtotal)	Total Cost
Layperson's Guide to Env. Restoration	300	\$15,000	Printing = \$5,700 Gr. design = \$900 Total = \$6,600	Photos = \$200		\$4,360	\$26,160
Basics of E.R. booklet	50	\$ 2,500	Printing = \$3,500 Art & design = \$1,400 Total = \$4,900			\$1,480	\$ 8,880
Slide cards: Salmon & Introduced Species	100	\$ 5,000	Printing = \$5,600 Design = \$1,200 Total = \$6,800			\$2,360	\$14,160
B-D Tour for Journalists	60	\$ 3,000	Boat rent = \$ 400 Bus rent = \$ 720 Total = \$1,120	Maps, bks \$900	Lunch (\$15/l) \$450	\$1,094	\$ 6,564
Teacher Workshops	200	\$10,000		Elem. \$2,280 Secd. \$5,200 Ccol. \$2,400 Total = \$9,880	Travel = \$1,500	\$4,276	\$25,656
Delta Docu- mentary	50	\$ 2,500	Producer = \$5,000 Videogr. = \$5,000 Tape dup. = \$1,400 Design VG = \$ 500 Print VG = \$3,000 Total = \$14,900	Tape = \$ 500		\$3,580	\$21,480
<b>Grand Totals</b>		<b>\$38,000</b>	<b>\$34,320</b>	<b>\$11,480</b>	<b>\$1,950</b>	<b>\$17,150</b>	<b>\$102,900</b>

## **VI. Applicant Qualifications:**

### **Description of the Water Education Foundation:**

For 20 years the Water Education Foundation has been unique as a source of educational materials about water. The intent of these programs is to lead to a broader understanding of water issues and to resolution of water problems in California and the West. The non-profit, impartial Foundation has maintained its strong sense of commitment to high standards of objectivity and thoroughness, resulting in respect from all sides of water resource issues, and the formation of partnerships with governmental and private sector agencies. These partnerships have allowed the Foundation to produce:

- \* magazines, booklets and maps
- \* videos and public television programs
- \* town hall meetings for citizen groups
- \* executive and legislative briefings
- \* reporters' seminars
- \* teacher workshops on water education curricula
- \* tours of important water sites, facilities and areas of controversy

This multidimensional approach to water education has been extremely successful. Each issue of the Foundation's flagship magazine, *Western Water*, focuses on a different aspect of water in California, conveying how much Californians have at stake in the management of natural resources. *The Layperson's Guides* offer detailed examinations of water issues, featuring such topics as watershed education or biodiversity education, and highlighting successful partnership programs like the one at Butte Creek. The Foundation produces maps, videos and school programs on issues like flood control, water conservation and groundwater. Foundation tours offer a firsthand look at the sites that make water such a complex topic and an opportunity to hear agricultural, environmental and urban viewpoints. Each year approximately 500 water leaders participate in these in-depth tours. Briefings and conferences offer special educational opportunities to hundreds of water executives, legislators, attorneys and news reporters on western water issues.

Working with federal, state and local governmental agencies, other nonprofits, water districts, private industry, and other interest groups, the Foundation provides a forum for exploration of a wide variety of viewpoints on issues, leading to new approaches to longtime water problems. Examples of Foundation partnerships at work are the "town hall" meetings in Chico working with the local League of Women Voters, and with CALFED as a partner, developed a special *Western Water* magazine on the three CALFED alternatives. Vice President Gore recognized the Foundation's work at the 20th Anniversary WEF Executive Briefing.

The Foundation works with teachers to train the next generation of decision makers - our children - to understand the importance of conserving and protecting water resources. The Foundation believes if students are to make intelligent decisions about water resources, they must be taught not only the scientific facts about water, but skills for gathering and evaluating information. Students also can practice problem-solving strategies on real-life issues like those in Foundation teaching programs.

In this time of diminishing financial and human resources, partnerships are essential to create cooperative education ventures. The Water Education Foundation has been a catalyst for collaboration and change by encouraging students and adults to learn about water resources. No other organization offers the opportunity to learn about the importance of water from an unbiased viewpoint.

**Description of Individual Responsibilities and Brief Biosketches of Key Personnel:**

Overall project direction will be provided by Rita Schmidt Sudman, who has served as executive director of the Water Education Foundation since 1979. Ms. Sudman, who holds a master of arts degree in communication from San Diego State University, also holds a lifetime credential for teaching at the community college level. Under Ms. Sudman's direction, the Foundation has won numerous awards including the 1996 National Water Conservation Award from the Bureau of Reclamation and the 1997 California Governor's Award for Environmental and Economic Partnerships. Ms. Sudman's documentaries have been nominated for three Emmy Awards; she will oversee the updating of the documentary, "Setting the Course."

The "Layperson's Guide to Environmental Restoration" and the "Basics of Environmental Restoration" will be written by Sue McClurg, chief writer for the Foundation. Ms. McClurg writes the bimonthly magazine *Western Water* and serves as editor for the Foundation's *Layperson's Guide* series. Ms. McClurg received her bachelor's degree in journalism from California State University, Fresno and worked as a newspaper reporter covering education, government and water issues. In 1996, she was selected by the federal Western Water Policy Review Advisory Commission to prepare a report on the Sacramento-San Joaquin River Basin, one of six river basin studies. Ms. McClurg will work on the Tour for Journalists with Ms. Sudman and Ms. Wheatley.

Teacher workshops will be conducted by Judy Wheatley, Education Coordinator for the Foundation. Ms. Wheatley will also research and write the slide cards on endangered species and introduced species. Ms. Wheatley holds a bachelor of arts degree in biological sciences and a master of arts degree in science education from Stanford University, as well as a lifetime credential in secondary science. For over 12 years Ms. Wheatley taught science classes in Marin and Sacramento counties, was active in writing and developing curriculum, and served as a master teacher for CSUS's teacher training program. Ms. Wheatley has been a teacher trainer in environmental education for over 13 years and is the state coordinator for Project WET (Water Education for Teachers). For over 10 years, Ms. Wheatley has organized tours of the Bay-Delta region and will work on the journalists' tour.

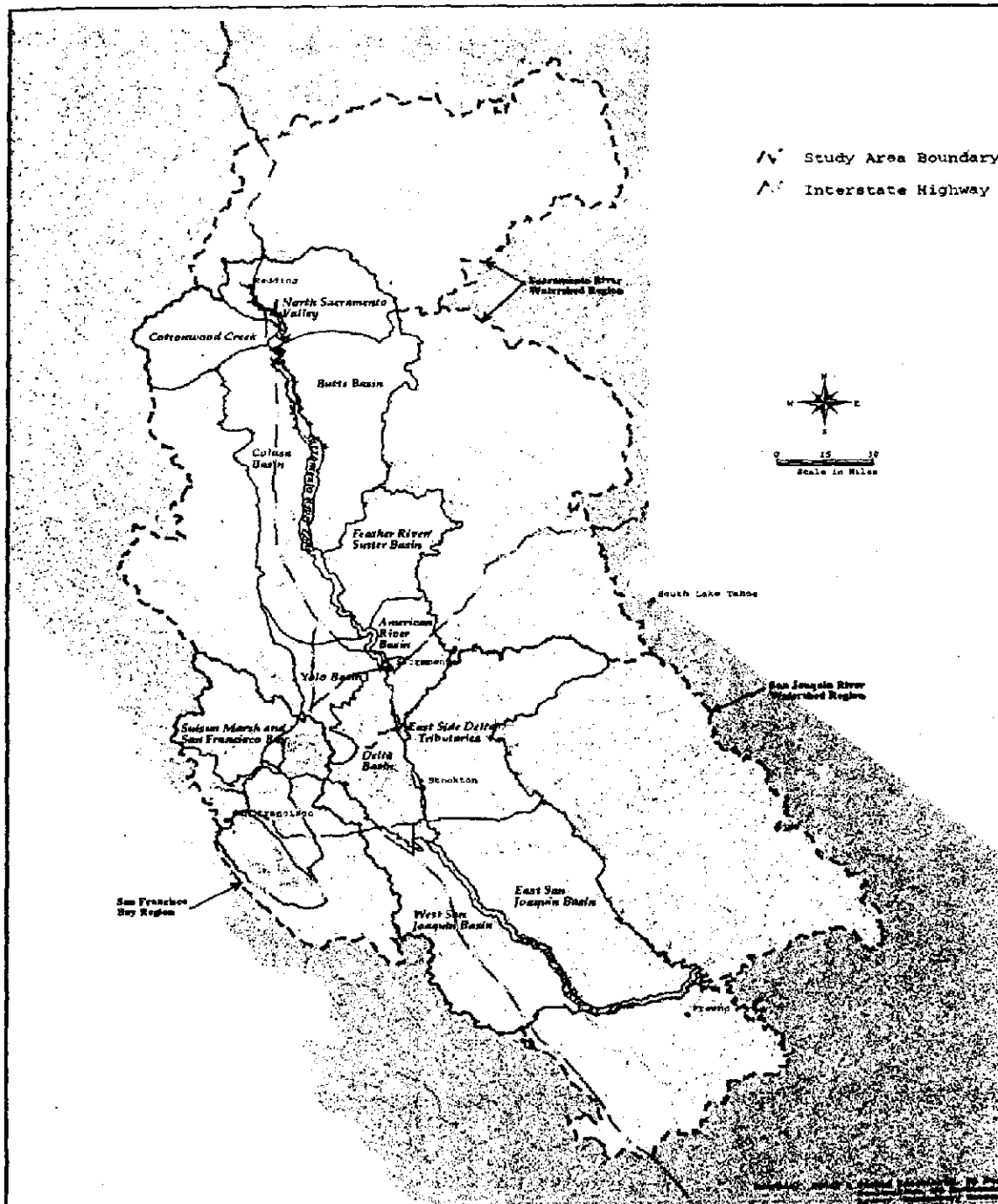
Contract administration will be provided by Christine Schmidt, Development Director for the Foundation. Ms. Schmidt has a bachelor's degree in International Relations from the University of California, Davis, and is a candidate for a master's degree in Nonprofit Administration from the University of San Francisco. She has worked as Project Coordinator for the American River Parkway Foundation, where she wrote and administered grants. Ms. Schmidt also oversaw grant proposal submissions and coordinated the donor program for the East Bay Agency for Children.

**VII. Compliance with standard terms and conditions:**

The Water Education Foundation agrees to all terms and conditions for applicants for federal funds. A Form DI-2010 is included.



# **GEOGRAPHIC SCOPE OF RFP PROGRAMS AND PROJECTS**





**DEPARTMENT OF THE ARMY**

**CORPS OF ENGINEERS  
BAY MODEL VISITOR CENTER  
2100 BRIDGEWAY BLVD.  
SAUSALITO, CALIFORNIA 94965-1764**

June 24, 1998

Rita Sudman, Executive Director  
Water Education Foundation  
717 K Street  
Sacramento, CA 95814

Dear Rita,

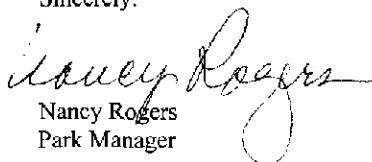
It's my pleasure to send this letter of support to the Water Education Foundation regarding your CALFED proposal.

The San Francisco Bay Model Visitor Center is the only 3-dimensional hydraulic model of the Bay-Delta estuary system and provides educational programs and information on this complex and vital system to 150,000 visitors annually. The Layperson's Guides produced by the Foundation are essential components to our proposed exhibit on water allocation and corresponding impacts. Our visiting public appreciates and deserves the most carefully researched, objective information possible in understanding the complex water issues of the State of California. We look forward to the Foundation's support to provide a quantity of the Guides to have available as handouts at our exhibit.

In addition, the slide card on endangered salmon and one on the problem of introduced species will be handy and interactive reference tools for our visiting public. Engaging and easy to use, the slide cards are a welcome approach.

The Water Education Foundation is the premier source in providing accurate and balanced information. When rhetoric and emotional debate threatens to dominate the discussions of water in California, the Foundation is always there to lend calm, reasoned information so badly needed. We look forward to working with you on these and other projects.

Sincerely,

  
Nancy Rogers  
Park Manager

**Certifications Regarding Debarment, Suspension and  
Other Responsibility Matters, Drug-Free Workplace  
Requirements and Lobbying**

Persons signing this form should refer to the regulations referenced below for complete instructions:

**Certification Regarding Debarment, Suspension, and Other Responsibility Matters - Primary Covered Transactions - The prospective primary participant further agrees by submitting this proposal that it will include the clause titled, "Certification Regarding Debarment, Suspension, Ineligibility and Voluntary Exclusion - Lower Tier Covered Transaction," provided by the department or agency entering into this covered transaction, without modification, in all lower tier covered transactions and in all solicitations for lower tier covered transactions. See below for language to be used or use this form for certification and sign. (See Appendix A of Subpart D of 43 CFR Part 12.)**

**Certification Regarding Debarment, Suspension, Ineligibility and Voluntary Exclusion - Lower Tier Covered Transactions - (See Appendix B of Subpart D of 43 CFR Part 12.)**

**Certification Regarding Drug-Free Workplace Requirements - Alternate I. (Grantees Other Than Individuals) and Alternate II. (Grantees Who are Individuals) - (See Appendix C of Subpart D of 43 CFR Part 12)**

Signature on this form provides for compliance with certification requirements under 43 CFR Parts 12 and 18. The certifications shall be treated as a material representation of fact upon which reliance will be placed when the Department of the Interior determines to award the covered transaction, grant, cooperative agreement or loan.

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**PART A: Certification Regarding Debarment, Suspension, and Other Responsibility Matters - Primary Covered Transactions**

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**CHECK ☒ IF THIS CERTIFICATION IS FOR A PRIMARY COVERED TRANSACTION AND IS APPLICABLE**

- (1) The prospective primary participant certifies to the best of its knowledge and belief, that it and its principals:
- (a) Are not presently debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded by any Federal department or agency;
  - (b) Have not within a three-year period preceding this proposal been convicted of or had a civil judgment rendered against them for commission of fraud or a criminal offense in connection with obtaining, attempting to obtain, or performing a public (Federal, State or local) transaction or contract under a public transaction; violation of Federal or State antitrust statutes or commission of embezzlement, theft, forgery, bribery, falsification or destruction of records, making false statements, or receiving stolen property;
  - (c) Are not presently indicted for or otherwise criminally or civilly charged by a governmental entity (Federal, State or local) with commission of any of the offenses enumerated in paragraph (1)(b) of this certification; and
  - (d) Have not within a three-year period preceding this application/proposal had one or more public transactions (Federal, State or local) terminated for cause or default.
- (2) Where the prospective primary participant is unable to certify to any of the statements in this certification, such prospective participant shall attach an explanation to this proposal.

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**PART B: Certification Regarding Debarment, Suspension, Ineligibility and Voluntary Exclusion - Lower Tier Covered Transactions**

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**CHECK ☒ IF THIS CERTIFICATION IS FOR A LOWER TIER COVERED TRANSACTION AND IS APPLICABLE**

- (1) The prospective lower tier participant certifies, by submission of this proposal, that neither it nor its principals is presently debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded from participation in this transaction by any Federal department or agency.
- (2) Where the prospective lower tier participant is unable to certify to any of the statements in this certification, such prospective participant shall attach an explanation to this proposal.

DE-2010  
 June 1998  
 (This form replaces DE-1963, DE-1964,  
 DE-1966, DE-1968 and DE-1983)

**PART C: Certification Regarding Drug-Free Workplace Requirements**

**CHECK ☒ IF THIS CERTIFICATION IS FOR AN APPLICANT WHO IS NOT AN INDIVIDUAL**

**Alternate I. (Grantees Other Than Individuals)**

**A. The grantee certifies that it will or continue to provide a drug-free workplace by:**

- (a) Publishing a statement notifying employees that the unlawful manufacture, distribution, dispensing, possession, or use of a controlled substance is prohibited in the grantee's workplace and specifying the actions that will be taken against employees for violation of such prohibition;
- (b) Establishing an ongoing drug-free awareness program to inform employees about--
  - (1) The dangers of drug abuse in the workplace;
  - (2) The grantee's policy of maintaining a drug-free workplace;
  - (3) Any available drug counseling, rehabilitation, and employee assistance programs; and
  - (4) The penalties that may be imposed upon employees for drug abuse violations occurring in the workplace;
- (c) Making it a requirement that each employee to be engaged in the performance of the grant be given a copy of the statement required by paragraph (a);
- (d) Notifying the employee in the statement required by paragraph (a) that, as a condition of employment under the grant, the employee will --
  - (1) Abide by the terms of the statement; and
  - (2) Notify the employer in writing of his or her conviction for a violation of a criminal drug statute occurring in the workplace no later than five calendar days after such conviction;
- (e) Notifying the agency in writing, within ten calendar days after receiving notice under subparagraph (d)(2) from an employee or otherwise receiving actual notice of such conviction. Employers of convicted employees must provide notice, including position title, to every grant officer on whose grant activity the convicted employee was working, unless the Federal agency has designated a central point for the receipt of such notices. Notice shall include the identification number(s) of each affected grant;
- (f) Taking one of the following actions, within 30 calendar days of receiving notice under subparagraph (d)(2), with respect to any employee who is so convicted --
  - (1) Taking appropriate personnel action against such an employee, up to and including termination, consistent with the requirements of the Rehabilitation Act of 1973, as amended; or
  - (2) Requiring such employee to participate satisfactorily in a drug abuse assistance or rehabilitation program approved for such purposes by a Federal, State, or local health, law enforcement, or other appropriate agency;
- (g) Making a good faith effort to continue to maintain a drug-free workplace through implementation of paragraphs (a) (b), (c), (d), (e) and (f).

**B. The grantee may insert in the space provided below the sites for the performance of work done in connection with the specific grant:**

**Place of Performance (Street address, city, county, state, zip code)**

Water Education Foundation

717 K Street, Suite 517, Sacramento, CA 95814

Check ☐ if there are workplaces on file that are not identified here.

**PART D: Certification Regarding Drug-Free Workplace Requirements**

**CHECK ☐ IF THIS CERTIFICATION IS FOR AN APPLICANT WHO IS AN INDIVIDUAL**

**Alternate II. (Grantees Who Are Individuals)**

- (a) The grantee certifies that, as a condition of the grant, he or she will not engage in the unlawful manufacture, distribution, dispensing, possession, or use of a controlled substance in conducting any activity with the grant;
- (b) If convicted of a criminal drug offense resulting from a violation occurring during the conduct of any grant activity, he or she will report the conviction, in writing, within 10 calendar days of the conviction, to the grant officer or other designee, unless the Federal agency designates a central point for the receipt of such notices. When notice is made to such a central point, it shall include the identification number(s) of each affected grant.

DI-2010  
June 1996  
(This form replaces DI-1963, DI-1964,  
DI-1965, DI-1966 and DI-1967)

PART E: Certification Regarding Lobbying  
Certification for Contracts, Grants, Loans, and Cooperative Agreements

CHECK ☒ IF CERTIFICATION IS FOR THE AWARD OF ANY OF THE FOLLOWING AND  
THE AMOUNT EXCEEDS \$100,000: A FEDERAL GRANT OR COOPERATIVE AGREEMENT;  
SUBCONTRACT, OR SUBGRANT UNDER THE GRANT OR COOPERATIVE AGREEMENT.

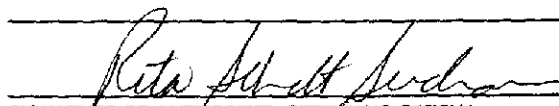
CHECK ☐ IF CERTIFICATION IS FOR THE AWARD OF A FEDERAL  
LOAN EXCEEDING THE AMOUNT OF \$150,000, OR A SUBGRANT OR  
SUBCONTRACT EXCEEDING \$100,000, UNDER THE LOAN.

The undersigned certifies, to the best of his or her knowledge and belief, that:

- (1) No Federal appropriated funds have been paid or will be paid, by or on behalf of the undersigned, to any person for influencing or attempting to influence an officer or employee of an agency, a Member of Congress, and officer or employee of Congress, or an employee of a Member of Congress in connection with the awarding of any Federal contract, the making of any Federal grant, the making of any Federal loan, the entering into of any cooperative agreement, and the extension, continuation, renewal, amendment, or modification of any Federal contract, grant, loan, or cooperative agreement.
- (2) If any funds other than Federal appropriated funds have been paid or will be paid to any person for influencing or attempting to influence an officer or employee of any agency, a Member of Congress, an officer or employee of Congress, or an employee of a Member of Congress in connection with this Federal contract, grant, loan, or cooperative agreement, the undersigned shall complete and submit Standard Form-LLL, "Disclosure Form to Report Lobbying," in accordance with its instructions.
- (3) The undersigned shall require that the language of this certification be included in the award documents for all subawards at all tiers (including subcontracts, subgrants, and contracts under grants, loans, and cooperative agreements) and that all subrecipients shall certify accordingly.

This certification is a material representation of fact upon which reliance was placed when this transaction was made or entered into. Submission of this certification is a prerequisite for making or entering into this transaction imposed by Section 1352, title 31, U.S. Code. Any person who fails to file the required certification shall be subject to a civil penalty of not less than \$10,000 and not more than \$100,000 for each such failure.

As the authorized certifying official, I hereby certify that the above specified certifications are true.



SIGNATURE OF AUTHORIZED CERTIFYING OFFICIAL

Rita Schmidt Sudman, Executive Director

TYPED NAME AND TITLE

DATE

DI-201d  
June 1988  
(This form replaces DI-1963, DI-1964,  
DI-1966, DI-1968 and DI-1963)